

Memorandum

TO: HONORABLE MAYOR AND
CITY COUNCIL

FROM: SCOTT P. JOHNSON

**SUBJECT: REJECTION OF PROPOSAL
FOR PARKING GUIDANCE
SYSTEM PHASE II**

DATE: March 16, 2006

Approved



Date 3/20/06

Council District: Citywide

RECOMMENDATION

Reject the sole proposal for the purchase and installation of a Parking Guidance System and authorize the Director of Finance to initiate a new RFP process.

OUTCOME

Rejection of bid will allow staff to re-issue the requirement and obtain a qualified proposer to install the City's Parking Guidance System.

BACKGROUND

On June 8, 2005, the City Council approved the Mayor's Budget Message that directed staff to move forward with Phase II of the Parking Guidance System in FY 2005-2006 to assist visitors in locating available spaces, if staff resources were available. The second phase of the parking guidance project is designed to enhance the first phase, which includes dynamic space count and messaging signs at the entrances to City parking garages, and the changeable message signs near the HP Pavilion designed to guide traffic and parking activity during events.

On behalf of the Department of Transportation (DOT), the Finance Department issued an RFP to select a contractor to design and build a Parking Guidance System (PGS) to provide motorists with timely and accurate information about parking locations and space availability in and around Downtown San José. The PGS system utilizes advanced technology to obtain and display real-time parking space availability in each facility. Phase II of the system, consisting of thirteen dynamic message signs located at major roadways within Downtown, will help manage Downtown traffic and parking demand by directing motorists from the freeway system to garage entrances, thus reducing the time motorists spend searching for a parking space, reducing traffic congestion, and maximizing parking use at each facility.

The RFP specified a contract start date (notice to proceed) in April 2006, and a fully operational system consisting of thirteen signs by November 2006. The RFP required a minimum of six of

the thirteen dynamic message signs to be installed and fully operational on or before July 21, 2006, in order to further facilitate traffic flow and parking for the San Jose Grand Prix event.

ANALYSIS

A Request for Proposal was advertised on December 12, 2005, and a total of twenty companies requested the RFP document. Representatives from seven companies attended a mandatory pre-proposal conference, which was held on January 11, 2006, for the purpose of answering questions from prospective proposers. One proposal from TCS International (TCS) located in Sudbury, Massachusetts was received by the proposal deadline of January 30, 2006.

A five-member evaluation team, consisting of representatives from the Departments of Transportation, Public Works and Information Technology reviewed the TCS proposal. After an initial evaluation, the consensus of the evaluation team was that the proposal was incomplete and the response to several key elements of the RFP was either ambiguous or not addressed at all. The evaluation team developed a list of twenty-four questions requesting TCS to provide clarification and/or additional information necessary to complete the evaluation.

After TCS responded, the evaluation team completed the evaluation and concluded that the TCS proposal was still incomplete and did not demonstrate an adequate understanding of the City's requirements.

SUMMARY

Six of the seven companies that attended the mandatory pre proposal conference elected not to submit a proposal and were contacted by Purchasing to ascertain reasons for non-submission of a proposal. Most of the companies expressed concern that the implementation timeline, particularly the six dynamic message signs to be installed and operating by July 21, 2006, to accommodate the San Jose Grand Prix schedule, was too aggressive. Even though the parking guidance system will not be in place for the 2006 Grand Prix, the Transportation and Parking Management Plan for the 2006 race will utilize the existing changeable message and static sign systems, and will continue the comprehensive event management by DOT and Police, including the significant public outreach on transit, driving, and parking alternatives.

The City is planning to advertise a Request for Information (RFI) to prospective companies to obtain opinions/expertise on the City's proposed PGS regarding the design, specifications and any other advanced PGS technology available in the market. The City will evaluate the information gathered from the RFI and revise the RFP accordingly. The next RFP will allow sufficient time for the development and installation of the City's Parking Guidance System. The key milestones of the process are as follows:

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|--|------------------------|
| <input type="checkbox"/> Advertise RFI | March/April 2006 |
| <input type="checkbox"/> Advertise RFP | May 2006 |
| <input type="checkbox"/> Proposals Due | June/July 2006 |
| <input type="checkbox"/> Recommended Award by City Council | September/October 2006 |
| <input type="checkbox"/> Notice to Proceed with Project | November 2006 |

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PUBLIC OUTREACH

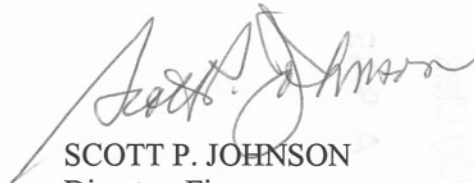
The RFP was advertised on the City's Bidline, and the DemandStar bid notification system. In addition, eight companies were directly notified of the RFP announcement. The Department of Transportation also advertised this RFP on the National Parking Association and the Parking Today websites.

COORDINATION

This memorandum was coordinated with the Department of Transportation, the City Attorney's Office, and the City Manager's Office.

CEQA

Not a project.



SCOTT P. JOHNSON
Director, Finance